



Foreign Agricultural Service

GAIN Report

Global Agriculture Information Network

Voluntary Report - public distribution

Date: 3/27/2001

GAIN Report #JA1028

Japan

Agricultural Situation

This Week in Japan

2001

Approved by:

Kevin Latner

U.S. Embassy

Prepared by:

The U.S. Agricultural Affairs Office (Tokyo) and Agricultural Trade Offices (Tokyo/Osaka)

Report Highlights:

Japan Bans Imports of EU Pork Due to FMD; Japan Food Wholesaler Exhibitions Expand U.S. Food Product Exposure; First GAF Presentation with Nikoniko-Do Supermarket in Kumamoto; "All Shook Up" American Food Fair at Fresta Supermarkets in Hiroshima.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Tokyo [JA1], JA



This Week in Japan

An Update of Major News and Events from the Largest U.S. Agricultural Export Market

Volume V, Issue No. 12

March 27, 2001

- i Japan Bans Imports of EU Pork Due to FMD:** Due to the FMD situation in the EU, effective March 24, MAFF will not permit imports of pork from eight EU countries (including Denmark) for pigs slaughtered after March 1, 2001. MAFF will remove the import ban as they confirm each country's disease-free status; the meat industry expects the suspension to be lifted sometime in April. Trade contacts expect the measures will not seriously impact trade flows of frozen pork because Japan has ample frozen stocks and they expect continued imports of frozen pork from these countries during March and April from pigs slaughtered before March 1, 2001. See JA1029 for details. (AgAffairs Tokyo)

- i Japan Food Wholesaler Exhibitions Expand U.S. Food Product Exposure:** Between March 13-16, ATO/Osaka organized back-to-back U.S. food product displays in two of Western Japan's dominant food wholesaler's regional food exhibitions. ATO/Osaka recruited seven importers/agents of U.S. food products (including organics), for Asahi Food's Osaka based "Foodem 2001". Kato Sangyo's Kobe based "All Foods Fair" also provided a significant forum for U.S. product to market to regional food buyers. About 300 major Japanese food manufacturers, processors and trading companies participated in each show which were visited by approximately 4,000 regional food buyers. These continued strong relationship, based on ATO/Osaka and industry participation in these wholesaler events, has lead to sales of nearly \$3 million in U.S. food products in the last 12 months. (ATO Osaka)

- i First GAF Presentation with Nikoniko-Do Supermarket in Kumamoto:** On March 21, ATO/Osaka organized a Great American Food (GAF) Presentation for a new supermarket promotion partner, Nikoniko-Do in Kumamoto (annual sale of about \$833 million with 50 stores). ATO/Osaka's GAF Promotion Team, comprised of 15 importers/agents of U.S. food products and USMEF conducted the presentation to Nikoniko-Do's top management, food division directors and principal food buyers. The presentation, including about 230 processed food samples, was followed by serious business discussions between GAF Team members and the Supermarket's management and purchasing staff. Nikoniko-Do has agreed to expand their purchase of U.S. foods in order to conduct an American Food Fair, which will be held April 12-15, 2001 at their all 50 stores. (ATO Osaka)

- i "All Shook Up" American Food Fair at Fresta Supermarkets in Hiroshima:** Despite a 6.4 scale earthquake which damaged and shook Hiroshima city March 24, American foods were given good potential for expanding into this region of Western Japan. As a result of a promotional initiative by ATO/Osaka, the Fresta supermarket chain in Hiroshima held its first American Food Fair March 22-25, 2001. ATO/Osaka's senior marketing prepared the Fresta chain at their General Conference on "Conducting a successful American Fair", attended by about 60 members of Fresta's management staff, including the company president, directors and store managers. American food tastings were conducted featuring, bagel sandwiches with smoked salmon, Caesar's salad, strawberry and blueberry smoothie, sauteed fresh green asparagus and other items. These products were also featured on the Fresta American Fair store flyers. (ATO Osaka)

Upcoming events: Apr 4-11 Jonathan Gressel, AIT Taipei; Apr 8-13 Yoonhee Macke, FAS/USDA; May 7 Hop Growers of America; May 14-18 Compliance Review Staff of USMEF/Tokyo